
City of Rockville**Master Plan for the Arts 2002-2008****Introduction**

Arts reflect the diversity and vitality of Rockville's people and places and enable the city to celebrate and sustain its uniqueness and quality of life. The mission of the City of Rockville is to continue support for, increase awareness of, and ensure access to the arts and humanities within the community.

This is the second six-year master plan for all the arts offerings in the city of Rockville. It is a working document, based on the past and projecting into the future, for all performing, visual and literary arts supported by the City of Rockville. The Master Plan for the Arts serves as a tool to ensure continuing growth of the arts.

The City of Rockville has long served as a leader in the support of the arts. The concept for a Master Plan for the Arts was conceived by the City of Rockville Cultural Arts Commission (CAC) in 1993. The first master plan was adopted by the City of Rockville Mayor and Council on March 13, 1995. This second master was adopted on September 24, 2001.

This Master Plan for the Arts is one of three established policies for the arts in Rockville:

- Master Plan for the Arts 2002-2008
- Master Plan for the Art in Public Places Program 1999-2004
- Guidelines for Public Art in Private Development

For more information on any of these arts-related documents, please contact the City of Rockville, Recreation and Parks, Arts Division at 301-309-3357 or 301-309-3354.

Goals for the Arts in Rockville

The cultural arts goals of the City of Rockville are to develop, promote, and present visual, performing, and literary arts offerings and art policies that:

- Serve people of all ages, cultures, and abilities through accessible and affordable arts programs.
- Encourage and honor artistic excellence in its many forms.
- Provide community members with arts opportunities to serve their enjoyment and learning experiences as observers and/or active participants in a creative process.
- Instill an intrinsic understanding of the value of the arts.
- Promote increased awareness of and involvement in arts opportunities.
- Support artists and arts organizations in the city of Rockville and encourage innovative initiatives for further development of cultural opportunities.
- Maintain the City of Rockville's strong leadership role for support of the arts as an integral component of our community.

The arts provide enjoyment, inspiration, and a greater appreciation of the world in which we live through creation and presentation of shared experiences. By striving to achieve these cultural arts goals, the City of Rockville will enrich the quality of life for the immediate community as well as for those in the surrounding metropolitan region.

Objectives for the Arts in Rockville

It is the intent of the Master Plan for the Arts to serve the community and enrich the quality of life of its members through increased support of the arts and of educational efforts that:

- Communicate to the public through outreach and education the availability, accessibility, and benefits of all arts offerings.
- Foster and facilitate new arts initiatives and collaborations among arts organizations as well as the business community.
- Assist existing arts organizations and individuals with tools for growth and expansion of arts opportunities.
- Create networks through which all arts organizations can communicate and cooperate with each other.
- Implement public art projects through the Art in Public Places program and the Guidelines for Public Art in Private Development.
- Advocate Rockville's continuing leadership role for the arts.

Community Served

The City of Rockville through arts programs serves people of all ages, cultures, and abilities. This includes a broad range of professional and non-professional artists, and arts organizations working in various art media, as well as audience members, participants, and contributors to creative processes and presentations. This master plan encourages outreach to all those not currently involved in the arts, including city residents and those residing in the greater metropolitan region.

Economic Impact of the Arts

Rockville's reputation is attributed in part to its cultural arts activities. The arts are an essential part of daily life and the ambiance they create has made Rockville a desirable area for business as well as for families to establish their residence. The arts play a vital role in generating revenue in our business community and city.

The arts contribute to the economy in many ways:

- Arts provide jobs, attract new businesses, and retain business that provide jobs.
- Arts stimulate development as well as directly and indirectly increasing the tax base.
- Arts attract visitors and tourist to Rockville.
- Arts focus attention on the livability within the greater Rockville region and enhance our quality of life.

National Assembly of Local Arts Agencies (NALAA):

"The nonprofit arts are a \$36.8 billion industry in the United States. NALAA's three-year study revealed that spending by nonprofit arts organizations creates jobs, and generates income to individuals and revenue to local, state, and federal governments. By demonstrating that investing in the arts yields economic benefits, the Arts in the Local Economy study lays to rest a common misconception: that communities support the arts at the expense of local economic development. This report shows conclusively that locally as well as nationally, the arts mean business."

According to the 2000 report commissioned by the Maryland State Arts Council, for every dollar spent by audiences who attend arts events, more than \$2.30 is spent on goods and services. Within the greater Washington area (including Montgomery, Prince George's, and Frederick counties), the arts generate more than \$190.2 million and result in the creation of nearly 4,451 art-related jobs. Rockville is a microcosm within the state and contributes to this economic "ripple effect."

Current Status of the Arts

The artistic endeavors being presented in Rockville have grown in substance as well as in participation as the city has grown from 6,934 residents in 1950 to 47,388 in 2000.

The City of Rockville has a history of supporting and encouraging the arts on both professional and recreational levels. Community members of all ages, ethnic cultures, and abilities participate in and support cultural arts activities each year.

Support from the City for arts programs has ranged from direct financial support to general operating support and the provision of in-kind service, including rehearsal space, performance space, gallery space, storage space, technical support, and promotional materials.

Key arts programs currently supported by the City of Rockville include:

PERFORMING ARTS SPONSORED BY THE CITY OF ROCKVILLE

(Financial, in-kind, and administrative support.)

- Rockville Civic Ballet
- Rockville Community Chorus
- Rockville Concert Band
- Rockville Regional Youth Orchestra
- City of Rockville entertainment series
- Special Events

F. SCOTT FITZGERALD THEATRE RESIDENT COMPANIES SUPPORTED BY THE CITY OF ROCKVILLE

(Primarily in-kind support. All are independent organizations.)

- National Chamber Orchestra
- Rockville Little Theatre
- Rockville Musical Theatre
- Victorian Lyric Opera Company

LITERARY ARTS AFFILIATED WITH THE CITY OF ROCKVILLE

(Financial, in-kind, and administrative support.)

- F. Scott Fitzgerald Literary Conference, Inc.
- F. Scott Fitzgerald Short Story Contests

VISUAL ARTS SPONSORED BY THE CITY OF ROCKVILLE

(Financial, in-kind, and administrative support.)

- Art in Public Places
- Glenview Mansion Art Gallery
- Department of Recreation and Parks art classes and camps
- Artists in Residence
- Teen Mural Program

VISUAL ARTS AFFILIATED WITH THE CITY OF ROCKVILLE

(Financial and in-kind support. Both are independent organizations.)

- Rockville Arts Place
- Rockville Art League

Additional information is included in the appendix regarding these arts groups and arts programs.

Involvement and Participation

The City of Rockville maintains an “open door” policy through which all community members are welcomed and encouraged to participate in the continuing development of the arts in Rockville.

It is critical to ensure that within the city:

- Audience development is enhanced by providing awareness of and access to all of Rockville’s art activities.
- Community members’ appreciation of art is continually enhanced and that change be considered an integral part of growth.
- All initiatives regarding the arts be implemented in a manner consistent with the perception of Rockville as a regional center for the arts.
- City residents are made aware of regional arts offerings.

It is a goal of the City of Rockville to incorporate information from all components of the community when developing, promoting and presenting arts offerings and arts policies for the community. Community input should reflect the current demographics, interests and respective needs of the population.

- **Community input** is solicited and welcomed to ensure that individuals arts’ concerns and ideas will be heard.
 - **Arts providers** should reflect the vitality and diversity of the community.
 - **Cultural Arts Commission** serves as the chief advisory body to the Mayor and Council regarding arts-related resources, policies and procedures, and art initiatives.
 - **Cultural Arts Commission and City staff** develop recommendations for all arts policies and annual operating budgets. Working together through existing programs, new initiatives, and an awareness of all arts offerings in the community, the CAC and staff serve to:
 - Advocate and promote the arts.
 - Create an umbrella for the arts.
 - Generate public awareness of the arts.
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Liaison with governmental and private sector for funding and/or other resources for support to the arts.

- **City Staff** administers established City of Rockville arts offerings and policies as well as continually provides evaluation of potentially new areas for support to arts offerings.
- **Mayor and Council** serves as the final authority in approval of arts policy and art budget matters and acts as an advocate voice to ensure enhancements for cultural arts opportunities.

Tools for Assessment

The foundation for all actions on behalf of the arts in Rockville must be a thorough understanding and knowledge of existing arts offerings in the city. The Cultural Arts Commission must be a knowledgeable resource. The Mayor and Council, the CAC and City staff work to provide an expanded understanding of and appreciation for the arts as a basis for effective programming and policies.

The following basic areas should be reviewed and periodically evaluated to assess the make-up of the Rockville community and to examine how the arts best reflect the vitality and diversity of the region.

CITY OF ROCKVILLE DEMOGRAPHICS

- Total population
- Ages of population
- Family structure
- Education levels
- Cultural diversity with the community
- Economic indicators - e.g. income level
- Projected growth

CURRENT PROGRAM INDICATORS

- Specific offerings
- Organizational membership
- Spectator/attendance records
- Community interest in offering – e.g. surveys, focus groups
- Projected targeted audiences

NEW PROGRAMS AND INITIATIVES

- Community interests
 - Audience requirements
 - Artistic proposals
 - Business involvement
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Existing City of Rockville Support Services

Support service provided by the City varies greatly in form and includes financial assistance, equipment loan, varying rental rates, co-sponsorship of events, and in-kind administrative assistance. Requests are considered individually.

The Department of Recreation and Parks administers the majority of arts programming through its Arts Division, Special Events Division, Community Recreation Programs, and Class/Camp Coordinators. Senior Services, and Community Services routinely sponsor arts offerings. Many other city government departments also contribute support to the arts.

The City provides financial support for the arts primarily through the operating budget and Capital Improvements Projects (CIP). Current CIP projects include the Art in Public Architecture (AIPA) program which receives 1% of a city construction project's budget to fund related artwork upon qualifying as an appropriate project; and the Art in Public Places (AIPP) program, which receives \$1 per capita funding annually.

All City departments are encouraged to continue to initiate and fund, through their respective operating budgets, programs that support arts offerings for the community.

Individuals or arts groups may request arts-related support services (either in-kind or financial) from the City of Rockville. The procedure for applying is included in the appendix.

Arts Advocacy and Outreach

In order to fully realize the value of the arts to the community there must be constant attention to advocacy and education. It is incumbent for all to champion and promote the arts in Rockville through:

- Development of cohesive plans for arts outreach to the community.
- Insistence on artistic excellence in all art efforts.
- Development of arts collaboration with the business community, schools, and/or other arts organizations.
- Creation of an arts roundtable to establish open dialogue format.
- Encouragement of opportunities for arts in education programming.
- Use of promotional opportunities for Rockville arts offerings available through other sponsors/media efforts not directly linked to the City of Rockville.

Strengthening Current Programs and Fostering New Initiatives

Change is an integral part of growth in the arts. It is the policy of the City of Rockville to remain open to all arts ideas and to review all proposals received. It is understood that new ideas foster new initiatives. The City's intent is to continue to fully support the arts.

SPECIFIC RECOMMENDATIONS

The following recommendations represent an effort to have the arts reflect the vitality and diversity of the Rockville community and to establish a better understanding of sources for potential collaborations/partnerships:

1. Survey those participating in arts offerings in Rockville.
 - Determine current audience (e.g., age, gender, family unit, education level, ethnic interests, or other factors as appropriate).
 - Identify potential audiences.
 - Identify desired arts programming.
 - Encourage a broader understanding of community arts offerings.
 2. Intensify outreach to new arts' constituents.
 - Develop new audiences.
 - Increase established audiences.
 - Grow and diversify arts programming.
 - Increase involvement of Rockville residents not currently active in the arts.
 3. Encourage communication, cooperation, and partnership for arts-related venues.
 - Increase use of electronic forms of communications among artists, arts organizations, and supporters.
 - Reach out to community organizations for art sponsorship and/or support.
 - Create opportunities for new and emerging arts groups.
 - Facilitate interaction among existing arts organizations.
 - Continue encouraging multi-disciplinary arts offerings.
 4. Optimize public relations and marketing.
 - Develop a marketing plan.
 - Enhance marketing techniques.
 - Promote close working with all media outlets.
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5. Continue the “Friends of the Arts” as a vehicle for financial support to arts offerings in the City of Rockville.
 6. Continue interaction with professional arts organizations.
 7. Broaden encouragement to honor artistic excellence.
 - Showcase the visual, performing and literary arts.
 - Continue annual awards to performing, visual and literary artists in the community.
 - Continue annual awards to recognize individuals, organizations, businesses and corporations who nurture the furtherance of the arts in Rockville.

City of Rockville Essentials for Continued Support of the Arts

The City of Rockville funding for the arts should ensure continuing support to the arts in Rockville. We must continue the maximum and most effective support for the arts, via:

1. The Mayor and Council has final authority for arts policy and arts funding. All arts-related issues should be presented to the Cultural Arts Commission for review prior to consideration by Mayor and Council. Ad-hoc panels may be established for review and evaluation purposes.
 2. New arts initiatives and requests for financial support will be considered annually by the Cultural Arts Commission for recommendation to Mayor and Council for approval.
 3. Future per capita funding for the Art in Public Places program should not fall below the prior year level.
 4. The City should aggressively seek additional funding to support arts opportunities in Rockville through private and public sources.
 5. The City should aggressively seek non-monetary and in-kind support for arts opportunities in Rockville.
 6. The City of Rockville must strongly encourage new major residential and commercial developers to include art in their development projects.
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Vision for the Future

This section of the Master Plan for the Arts reflects visions for long-range possibilities for city facilities, programming, advocacy, and outreach for further enhancement of art opportunities in Rockville. This master plan is a living document designed to inspire the community to develop arts-related concepts, to facilitate support for the arts, and to continue to provide enrichment through the arts.

Items listed are not prioritized. They should continually be evaluated and updated.

DIVERSITY AND OUTREACH

Examine ways to expand the audiences for the City of Rockville's existing cultural arts programming as well as to modify or add offerings that will appeal to currently under-served portions of the city's population.

ARTS ADVOCACY

- Actively engage with other arts and humanities related organizations to increase awareness of arts opportunities and potential partnerships/collaborations.
- Develop and implement a marketing plan to promote involvement with the arts in Rockville.
- Recognize and encourage the benefits of the arts as an integral component of the community via education and celebration as well as part of the economic impact of the community.
- Maximum usage of City of Rockville public relation resources both in-house and out-of-house: Cable television, graphics division, city web site, relationships with press, businesses and other community organizations, and so on.

PROGRAMMING

- Increase arts administrative personnel for the Arts Division and F. Scott Fitzgerald Theatre via full-time and part-time positions.
- Increase volunteer participation to enhance the arts programs in Rockville.
- Continue and expand literary offerings in Rockville.

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- Continue growth of arts education outreach efforts for students (K-12) in Rockville schools.
 - Increase City-sponsored cultural arts offerings at all City facilities.
 - Increase number of temporary art exhibition locations.
 - Provide more arts-related classes for people of various ages and abilities.
 - Expand Glenview Mansion Art Gallery programming beyond receptions and artist talks to include offerings that relate to a specific exhibit and/or support the visual arts in general.
 - Broaden programming to encompass new arts-related media.
 - Initiate collaborative arts offerings with other Montgomery County facilities/programs/organizations.

FACILITIES

- As community centers are built, they should continue to incorporate arts spaces that can facilitate performances, workshops, and other arts offerings.
 - Provide artist-in-residence studio spaces.
 - Provide rehearsal space.
 - Provide office space and/or access to office equipment for arts organizations.
 - Build a 300-seat black box theatre.
 - Build an outdoor amphitheater.
 - Sculpture Gardens – Sculpture Park.
 - Full utilization of King Farm and Fallsgrove City owned properties.
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Other City of Rockville Arts-Related Policies and Guidelines

Copies of all City of Rockville documents are available by contacting the Department of Recreation and Parks, Arts Division at 301-309-3357 or 301-309-3354

- Art in Public Places Master Plan FY 1999-2004
- Guidelines for Public Art in Private Development
- City of Rockville Master Plan
- City of Rockville Budget Narratives
- Rockville City Code
 - Chapter 4 – Arts and Cultural Affairs*
 - *In General*
 - *Cultural Arts Commission*
 - *Incorporation of Works of Art in Public Architecture*
 - Chapter 14 – Parks and Recreation*

City of Rockville Arts in Action / Organizational Flow Chart

Community

Mayor and Council

Cultural Arts Commission

Advisory Board to Mayor and Council

City Manager

Director of Recreation and Parks

Civic Center Superintendent	Superintendent of Recreation	Special Events Coordinator
Theater/Civic Center Supervisor	Arts Programs Supervisor	Special Operations Supervisor
F. Scott Fitzgerald Theatre	Arts Programs Specialist	Special Events Administrative Assistant
Resident Companies	Art in Public Places	Antique Classic Car Show
National Chamber Orchestra	Glenview Mansion Art Gallery	Hometown Holidays
Rockville Little Theatre	Entertainment Series	Independence Day Celebration
Rockville Musical Theatre	Rockville Arts Place	Martin Luther King Jr. Day
Victorian Lyric Opera Company	Rockville Art League	Memorial Day Ceremony
	Rockville Civic Ballet	Spirit of Rockville
	Rockville Community Chorus	
	Rockville Concert Band	
	Rockville Regional Youth Orchestra	

Historic Glance of Existing Arts in Rockville 2001

Founded

City of Rockville Arts Administration

- 1947 City of Rockville, Department of Recreation and Parks
- 1975 Department of Recreation and Parks Arts Division
- 1978 Cultural Arts Commission

SPONSORED BY THE CITY OF ROCKVILLE

Performing Arts Groups

- 1957 Rockville Concert Band
- 1972 Rockville Community Chorus
- 1974 Rockville Civic Ballet
- 2001 Rockville Regional Youth Orchestra

Entertainment Series

- 1985 Outdoor summer evening concerts in Town Center
- 1985 Outdoor noontime concerts in Town Center
- 1989 Sunday afternoon concerts in Glenview Mansion
- 1990 Outdoor summer evening family performing arts series held in various neighborhood parks
- 1995 May indoor noontime series in Town Center

Special Events

- 1961 Antique and Classic Car Show
- 1989 Hometown Holidays
- 1998 Spirit of Rockville

Visual Arts

- 1959 Glenview Mansion Art Gallery
- 1978 Art in Public Places
- 1984 Artist in Residence

AFFILIATED WITH THE CITY OF ROCKVILLE

F. Scott Fitzgerald Theatre Resident Companies

- 1947 Rockville Little Theatre
- 1974 Rockville Musical Theatre
- 1978 Victorian Lyric Opera Company
- 1984 National Chamber Orchestra

Visual Arts

- 1957 Rockville Art League
- 1989 Rockville Arts Place

Literary Arts

- 1996 F. Scott Fitzgerald Literary Conference

Performing Arts Organizations Sponsored by the City of Rockville

For additional information on the following groups call the Department of Recreation and Parks, Arts Division at 301-309-3357 or 301-309-3354.

Rockville Civic Ballet

Under professional direction, this adult, teen, and youth company of approximately 75 members presents a varied repertoire.

Offerings: 3 productions annually (11 shows)
Admission fee: Tickets sold (\$7 adult, \$5 student/senior citizen)
Funding: City of Rockville, ticket sales, donations
Administration: City of Rockville Arts Division, Ballet Director, and Volunteers

Rockville Community Chorus

Under professional direction and piano accompaniment, this adult volunteer chorus comprised of approximately 70 members is dedicated to a repertoire that includes a variety of musical styles.

Offerings: 2 Theatre concerts annually
 4-10 community concerts at assorted locations per year
 Memorial Day Ceremony participant
Admission fee: Free
Funding: City of Rockville, membership fees, donations
Administration: City of Rockville Arts Division, Chorus Director and Accompanist, and Volunteer Board

Rockville Concert Band

Under professional direction, this adult volunteer band comprised of approximately 75 members is dedicated to a repertoire that includes a variety of musical styles.

Offerings: 7 Theatre concerts annually
 3 to 6 community concerts at various locations
 Special Events -- e.g. Antique and Classic Car Show, Fourth of July, & Memorial Day Ceremony
Admission fee: Free
Funding: City of Rockville, donations
Administration: City of Rockville Arts Division, Band Director, and Volunteer Board

Rockville Regional Youth Orchestra

Under professional direction, student musicians in fourth through ninth grade prepare over a 16-week season for a theater concert. RRYO auditions are conducted every fall for membership.

Members are then eligible to participate in both the fall and spring seasons.

Offerings: 2 concerts annually
Admission fee: Free
Funding: Membership fees, City of Rockville
Administration: City of Rockville, Arts Division, paid Director

F. Scott Fitzgerald Theatre Resident Groups

National Chamber Orchestra (NCO)

Office: 301-762-8580

Fax: 301-762-8581

Email: nationalchamberorchestra@juno.com

Web Site: www.nationalchamberorch.org

NCO

850 Avery Road

Rockville, MD 20851

National Chamber Orchestra (established 1985) presents a subscription series at the F. Scott Fitzgerald Theatre featuring a classical orchestral repertoire performed by professional musicians and international acclaimed soloists. In addition, NCO sponsors student/string camps each summer for middle and high school students.

Rockville Little Theatre (RLT)

Information: 301-340-1417

Email: rockvilletheatre@hotmail.com

Web site: www.srbnet.com/rlt

RLT

P O Box 4466

Rockville, MD 20850

Rockville Little Theatre (established 1947) presents three productions each year at the F. Scott Fitzgerald Theatre. Auditions are open to all. Volunteers are welcome.

Rockville Musical Theatre (RMT)

Information: 301-530-6477

Tickets: 301-446-2580

Email: contactRMT@hotmail

Web site: www.idsonline.com/rmt

RMT

P O Box 1423

Rockville MD 20849

Rockville Musical Theatre (established 1974) presents two musical productions each year at the F. Scott Fitzgerald Theatre. Auditions are open to all. Volunteers are welcome.

Victorian Lyric Opera Company (VLOC)

Tickets: 301-879-0220

Web Site: www.vw.net/users/vloc

VLOC

P O Box 10391

Rockville MD 20849

Victorian Lyric Opera Company (established in 1985 - Montgomery County's only Gilbert and Sullivan Company) presents two productions each year at the F. Scott Fitzgerald Theatre. Auditions are open to all. Volunteers are welcome.

City of Rockville Performing Arts Events

Annual City of Rockville Entertainment Series

Concerts/performance are free to the community.

- Brown Bag Concerts – noontime series presented weekly June, July, and August in Town Center.
- Family Arts Nights – evening series consisting of approximately six summer performances in Town Center.
- Friday Family Frolics – evening series consisting of 4 to 6 performances per year at the Twinbrook Community Recreation Center.
- Glenview Mansion Sunday Afternoon Concerts – monthly.
- Kids Parks Performing Arts – evening series eight weeks in June, July & August at various neighborhood parks.
- Noontime Serenades – classical music series offered weekly during the month of May in the Town Center area.

Major Annual City of Rockville Special Events incorporating Performing Arts

Events listed are free to the community.

- Hometown Holidays (3-day festival)
- Memorial Day Ceremony
- Independence Day Celebration
- Rotary Run
- Spirit of Rockville (1-day festival)
- Antique Classic Car Show
- Glenview Mansion Holiday Open House
- Martin Luther King Jr. Day

Other Related Events

Offerings sponsored by the Department of Recreation and Parks.

- Rockville Arts Awards
- African American History Production
- Dance Away the Blues
- F. Scott Fitzgerald Literary Conference
- American Indian Festival

For more information regarding the above offerings contact the City of Rockville Department of Recreation and Parks at 301-309-3340 or:

- Special Events 301-309-3337
- Arts Division 301-309-3357 or 301-309-3354

Visual Arts Administered by the City of Rockville 2001 *

Art in Public Places (AIPP)

Since 1978, the Art in Public Places program has commissioned and maintained a growing collection of site-specific permanent works of art. These works have become an integral part of the arts' experience available to those people who live, work and play within the City of Rockville. In addition the AIPP program has the flexibility to acquisition works of art, sponsor temporary exhibits, as well as other arts-related projects that nurture and expand the cultural arts within Rockville.

List of AIPP collection in appendix of AIPP Master Plan for the Arts FY 1999-2004

Glenview Mansion Art Gallery

Since 1959, Glenview Mansion has presented monthly exhibits in the second floor gallery. As of 1992, nine annual exhibits are obtained through a juried process dedicated to showcasing the finest artist in the MD, DC and VA region. An annual Rockville Student Art Show is presented each March. Rockville Art League presents juried members exhibits each May and December.

Department of Recreation and Parks – Art Classes and Art Camps

A variety of arts based classes and camps for various age levels are offered via the Department of Recreation and Parks throughout the calendar year.

Artists in Residence

From 1984 to 1999 an Artist in Residence program provided free studio space to artists in exchange for provision of arts programming by the artist for the Rockville community. Artists used the Attic Studio in Glenview Mansion. This program became dormant in 1999 to facilitate space for a special Millennium project to write the history of Rockville and to host an archival project for Glenview Mansion. It is the intent to re-institute the Artist in Residence program when this space is again available.

Teen Mural Program

From 1989 to 1997 under the direction of a City of Rockville Artist in Residence, teens participated in the creation of temporary public murals within the City of Rockville. Seven murals were completed. The program is currently dormant.

** All programs are continually under review.*

Visual Arts Affiliated with the City of Rockville

Rockville Art League (RAL)

P.O. Box 4026

Rockville, MD 20850

Information: 301-309-3354

Since 1957, Rockville Art League has been serving professional and amateur artists via its programming and exhibiting opportunities. As a non-profit organization, RAL relies on funding from membership fees and a volunteer board for administration. RAL was the founding organization of the Glenview Mansion art gallery and provided administration for the gallery from 1959-1961. RAL has co-sponsored with the City of Rockville an annual Rockville Student Art Show since the 1960's.

Rockville Arts Place (RAP)

100 E. Middle Lane

Rockville, MD 20850

Office: 301-309-6900

Fax: 301-309-1226

Email: rockart@erols.com

Since 1990, Rockville Arts Place's mission is to promote interest in and access to the visual arts through excellence in its gallery presentation, educational programming for children and adults, resident artist's studios, and outreach opportunities. The RAP center features galleries, multi-use classrooms, a photography darkroom, ceramic workshop, and artist studios. The educational program is operated in conjunction with the Corcoran School of Art. RAP is a non-profit organization supported by governmental and private sector grants and donations, revenue generating programming as well as memberships.

Literary Arts Affiliated with the City of Rockville

F. Scott Fitzgerald Literary Conference, Inc.

Rockville City Hall

111 Maryland Avenue

Rockville, MD 20850

301-309-9461

Since 1996, an annual F. Scott Fitzgerald Literary Conference has been held each September to recognize an American writer, host short story contests, and present educational panels and workshops in relation to the literary arts. The F. Scott Fitzgerald Literary Conference, Inc. was incorporated in 1997 as a non-profit organization.

Art Awards Received by the City of Rockville

- 1979 All-American City Award – primarily predicated on arts programs
- 1982 Maryland Recreation and Parks Association's Arts Award "Arts Division"
- 1985 Finalist of 5th Annual City Livability Award for U. S. Conference of Mayors
- 1985 Dorothy Mullen Arts & Humanities Award sponsored by National Recreation and Parks Association "Rockville: Identity and Change"
- 1987 Maryland Recreation and Parks Association's Volunteer Award "Rockville Civic Ballet"
- 1989 Outstanding Achievement Award of 10th Annual City Livability Award for U. S. Conference of Mayors
- 1990 Dorothy Mullen Arts & Humanities Award sponsored by National Recreation and Parks Association "Arts in Public Places"
- 1994 Dorothy Mullen Arts & Humanities Award sponsored by National Recreation and Parks Association "Rockville Art League"
- 1995 Dorothy Mullen Arts & Humanities Award sponsored by National Recreation and Parks Association "Master Plan for the Arts 1995-2001"

Art Awards Presented by the City of Rockville

ART AWARD CATEGORIES

Lifetime achievement award for work with the visual, performing or literary arts

- 1997 Eileen Mader
- 1998 Peg Sante
- 2000 John Moser
- 2001 Barry Morley
- 2002 Claudia Mangan
- 2002 Dr. James Sadler

Corporate and business support to the arts in Rockville

- 1997 Peaberry's Coffee House, Susan and Alan Roff
- 1998 Leaf Through Bookstore, Carol Perone owner
- 2000 The Gazette Newspapers, Chuck Lyons
- 2001 Eagle Bank, H. L. Ward President
- 2002 Fallsgrove Associates, Bob Youngentob

Volunteer Support to the arts in Rockville

- 1997 Murray Stein, Rockville Senior Center
- 1997 Rockville Art League
- 1998 Bill Pressly, Rockville Civic Ballet stage manager
- 1998 Dr. Chris Kuyatt, Rockville Concert Band concertmaster
- 2000 Elliott Fein, National Chamber Orchestra
- 2001 Dorothy Schmiedeler, Rockville Arts Place
- 2002 Joel Garies, Rockville Little Theatre

Rockville high school students (9-12 grade) for achievement in the performing (theatre, dance, and music) visual, and literary arts.

- 1997 Michelle Siu Lee – visual arts, Richard Montgomery H S
- 1998 Joshua Fein - drama, Richard Montgomery H S
- 1998 Jessica Hernandez – choral, Wootton H S
- 1998 Christopher Lees – piano/chorus. Rockville H S
- 2000 Jae Woo Lee – photographer, Rockville H S
- 2000 Becki Pskowski – focus on drama, literary, dancing, Richard Montgomery H S
- 2001 Nicki Lehrer – classical guitarist, Wootton H S
- 2001 Chris Smith – photographer, Rockville H S
- 2002 Katie Hillesland—visual arts, Rockville H S
- 2002 Katrina Sten—performing arts, Rockville H S
- 2002 Thomas Divita—visual arts, Richard Montgomery H S

Arts Grants Received by the City of Rockville

- 1995 - 2002 Maryland State Arts Council-- Multi Discipline (\$20,000 to \$35,000 per year)

City of Rockville Art Collection

Art Acquisition Program

From 1990 to 1993 the Art Acquisition Program commissioned site-specific works of art to enhance the interior meeting/conference rooms within Rockville City Hall. Projects included:

- 1990 - *Images of Rockville* by Connie Ward Woolard
Series of three acrylic on paper paintings
Mayor and Council Chamber, Rockville City Hall
- 1991 - *Spirit of Rockville* by Sue Pierce
Series of three fiber/art quilts panels
Mayor and Council Chamber, Rockville City Hall
- 1992 - *People of Rockville* by Maureen Melville
Fused stain glass frieze
Boards and Commissions Room, Rockville City Hall
- 1993 - *Rockville Employees at Work* by Earl Dotter
Black and white photography
City Manager's Conference Room, Rockville City Hall

City of Rockville & Veterans Project

- 1998 *Past, Present & Future* by Jim Gallucci
Veterans Park

Lincoln Park Neighborhood Enhancement Program

- 1995 *Memory Walk* By Christine Hoenstine
Lincoln Park – Frederick Ave at Douglas Ave.

Art in Public Places

- 1981 *Untitled* by William Calfee
Rockville Civic Center Park
- 1981 *Timeless Clock* by Gerardo Gomez Moreno
Metropolitan Federal Savings and Loan Building, North Washington St.
Deaccessioned in 1993 by request of new building owners
- 1981 *Stele VI* by Robert Sanabria
F. Scott Fitzgerald Theatre Lobby
- 1981 *Coronation Series I & II* by Hilda Thorpe
F. Scott Fitzgerald Theatre Lobby

Art in Public Places Collection - continued

- 1981 *Salangadou* by Sirpa Yarmolinsky
F. Scott Fitzgerald Theatre Lobby – relocated to the Social Hall in 1999
- 1982 *Four Piece Construction/Variations of a Triangle* by Ardyth Davis
F. Scott Fitzgerald Theatre Lobby – relocated to Social Hall in 1999
- 1983 *Memorial Day Parade* by William Woodward
Rockville City Hall Atrium
- 1983 *Untitled* by Judith Inglese
Rockville Municipal Swim Center
- 1983 *In Line* by Nancy Frankel
Horizon Hill Park
- 1983 *Family III* by Dan Murray
Woottons Mill Park
Deaccessioned in 1995
- 1983 *Agio* by Steve Bicklely
North Farm Park
- 1983 *Untitled* by John Ferguson
James Monroe Park
- 1983 *Eleven Triangles* by Agnes Brodie
Rockmeade Park
- 1988 *Gateway II* by Richard Lew
Montrose Community Center and Park
- 1988 *Rockville* by Nizette Brennan
Monument Park
- 1989 *Lincoln Park Community Center Group* by Judy Byron
Lincoln Park Community Center
- 1990 *Gude's Arbor* by Barry Tinsley
West Gude Drive at Piccard Drive
- 1990 *Beacon* by Tom Ashcraft
Orchard Ridge Park
- 1990 *Map of Rockville* by Steven Weitzman
Broome Athletic Park

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Art in Public Places Collection - continued

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- 1991 *Ballgame* by Mame Cohalan
Dogwood Park
- 1991 *Let It Go* by Julio Teich
Rockville Municipal Swim Center
- 1991 *On Site* by Gabriele Schmidt-Heins
Welsh Park
- 1992 *Growing Tall* by Mile Jevtic
Woodley Gardens Park
- 1992 *Naiad's Pool* by Paul Daniel
Rockcrest Ballet Center and Park
- 1992 *Draco* by Richard Lew
Potomac Woods Park
- 1994 *Mosnaic* by Deidre Saunder
Elwood Smith Recreation Center and Park
- 1996 *Spirit of Rockville* by Dan Davidson
Courthouse Square Park in Rockville Town Center
- 1999 *Every Person Has a Song to Sing* by Judith Inglese
Rockville Senior Center
- 1999 *Taking Flight* by Marcia Billig
Twinbrook Community Recreation Center
- 1999 *Starstruck* by Mary Ann Mears
F. Scott Fitzgerald Theatre Lobby
- 2001 (Title TBD) by Rodney Carroll
Dawson Farm Park
- 2001 *Gaea's Corner* by Deirdre Saunder
Croydon Creek Nature Center
- 2001 *Reach for the Stars* by Deirdre Saunder
Lincoln Park Community Center
- 2001 *IN-2-NRG* by Robert T. Cole
King Farm Park
- 2002 *ColorPlay* by Stephen Canneto
The Village Green at Falls Grove

Economic Impact of the Arts in Maryland

Department of Business & Economic Employment and Maryland State Arts Council

ECONOMIC IMPACT OF THE ARTS IN MARYLAND 2000 Update

The arts play an important role in the quality of life Maryland offers its citizens. This is as true for citizens living in small towns and rural areas as it is for those who live in our major metropolitan areas. Since the arts make our cities and communities better places to live and work, they are often an important factor used by businesses in their decision to locate in Maryland.

In 1999, the Maryland arts industry (arts organizations and arts audience activities) contributed \$726 million to the State's economy.*

- 10.6 million people attended arts events last year.
- \$230 million in direct spending on goods and services by audiences and attendees at art events.
- For every \$1 of direct spending by audiences attending arts events, \$2.30 is generated on goods and services.
- 17,330 direct jobs, full-time and part-time, were generated by the arts industry.
- \$111 million in direct spending by arts organizations on goods and services.
- \$341 million in direct spending by the arts industry had a total economic impact of \$726 million.
- \$27 million was generated in state and local taxes was generated by the arts industry.

**Statistics for this study were drawn from 255 Maryland organizations that produce or present the arts around the State, receive grants from the Maryland State Arts Council for ongoing support of their operations and programs, and represent activities for fiscal year 1999. The study does not take into account the economic impact of for-profit arts organizations and the activities of individual visual, performing and literary artists.*

REGIONAL ECONOMIC IMPACT

To assess the economic impact regionally, the State was divided into six regions. The following lists the total economic benefit and the number of direct jobs, part-time and full-time, generated by the arts industry in each area.

- **WESTERN MARYLAND** Allegany, Garrett and Washington counties - \$28 million, 852 jobs
- **CENTRAL MARYLAND** Anne Arundel, Baltimore, Carroll, Cecil, Harford, Howard counties and Baltimore City - \$454.1 million, 10,942 jobs
- **GREATER WASHINGTON** Frederick, Montgomery and Prince George's counties - \$190.2 million, 4,451 jobs
- **SOUTHERN MARYLAND** Calvert, Charles and St. Mary's counties - \$6.5 million, 402 jobs
- **UPPER SHORE** Caroline, Kent, Queen Anne's and Talbot counties - \$5.7 million, 203 jobs
- **LOWER EASTERN SHORE** Dorchester, Somerset, Wicomico and Worcester counties - \$40.9 million, 482 jobs

For more information, email the Maryland State Arts Council or call: Voice 410.767.6555, TDD 410.333.4519.

Procedure to Request Arts-Related Support from the City of Rockville

The City of Rockville will review written proposals/requests for arts-related support upon submission to the Arts Division of the Department of Recreation and Parks. The Mayor and Council has final authority in all financial decisions.

All proposals will be reviewed for artistic excellence, credentials of the applicant, benefit to the city, uniqueness of the proposal, and need.

City support varies greatly in form: financial; an ongoing or one-time in-kind service; collaboration on a one-time special project; reduced rates as a user group; facility use; staff assistance; etc.

Process for Review of Arts-Related Requests for Support

REQUEST FOR IN-KIND SERVICE SUPPORT

Requests for support involving limited needs such as loan of equipment for a one-time event will be processed immediately. A request for long-term support will be processed in the same manner as a direct financial request.

REQUEST FOR FINANCIAL SUPPORT

Applications for arts-related financial support will be processed as follows:

1. Applications will be forwarded to the Arts Division of the Department of Recreation and Parks. Copies of the application will be shared with the Cultural Arts Commission (CAC).
2. Applications will be reviewed jointly by the CAC review committee and Arts Division staff.

An applicant has the option (or may be requested) to make a presentation in person before representatives of the CAC review committee and Department of Recreation and Parks staff to support submitted written materials.
3. CAC review committee will present a recommendation to the CAC.
4. CAC will develop a recommendation to be forwarded to the Mayor and Council.
5. Department of Recreation and Parks staff will review the application, the CAC recommendation, and develop a staff recommendation. Recommendations will be forwarded to the Mayor and Council.
6. Mayor and Council will determine final action/response to application request.
7. Staff will administer implementation of approved support.

Note: A financial request review may take up to three months. Financial requests will be considered for only the following fiscal year (July 1 - June 30). Financial support desired for July 1 funding should be submitted to the City by October 1 of preceding year.

CRITERIA FOR EVALUATION OF REQUESTS FOR ARTS-RELATED SUPPORT

It is the objective of the City of Rockville to provide support to a wide range of affordable and accessible arts offerings for the community. Whether the City of Rockville is reviewing a performing, visual, or literary arts group for ongoing or new support, the following criteria will serve as guidance to the review.

Working with arts groups in relation to community needs, the City will plan and project for future arts facility and programming needs.

CRITERIA FOR EVALUATION OF ARTS ORGANIZATIONS

In order of importance:

- # Mission statement, plan, and organization's structure
 - ☐ Artistic excellence
 - ☐ Credentials
- # Needs of the city of Rockville
- # Benefit to the city of Rockville - impact on community
 - Audience served: i.e., specific age range, cultural base
 - Participation level: i.e., community member as an observer and/or active involvement as a participant in a creative process
- # Outreach
- # Programming
- # Uniqueness
- # Residency - location of office, administrative board, etc.
- # Financial status
 - Marketing
 - Funding sources
 - Not-for-profit
- # Impact on existing City facilities
- # Need of organization

CRITERIA FOR EVALUATION OF INDIVIDUALS

Seeking support for their own visual arts, performing arts, or literary arts.

- # Objective - statement of plan including proposed budget
- # Benefit to the city of Rockville - impact on community
 - ☐ Audience served: i.e., specific age range, cultural base
 - ☐ Participation level: i.e., community member as an observer and/or active involvement as a participant in a creative process
- # Artistic product - i.e., performance, exhibit, apprenticeship, mentor opportunity, teaching, residency
- # Outreach
- # Uniqueness

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- # Needs of the city of Rockville
Credentials and/or recommendations

City of Rockville - APPLICATION FOR ARTS-RELATED SUPPORT

Requests for limited service/supply support will be processed immediately by the Department of Recreation and Parks.

Requests for financial support will proceed through a standard review process (three months should be allowed). Financial requests will be considered for only the upcoming fiscal year (not current year). The City of Rockville fiscal year is July 1 - June 30. For example, financial requests desired for after July 1, 2002 funding should be submitted to the City by October 31, 2001.

Information on availability of items for support may be obtained by calling the Arts Division of the Department of Recreation and Parks, at (301) 309-3357.

SECTION A: APPLICANT INFORMATION & ITEM REQUEST

Name of applicant: (arts group, business, or individual)

Address: Street City State Zip Code

Name of contact person:

Work Phone

Home Phone

Fax

Date submitting application: _____

Date for receipt of requested support: _____

REQUESTED ARTS-RELATED SUPPORT FROM THE CITY OF ROCKVILLE

Please check all applicable areas

Service/supply request:

- ☐ short term loan of equipment
☐ facility use: i.e., building, park
☐ support staff
☐ professional service
☐ materials/supplies
☐ incorporation into City event/program
☐ other

Financial request:

- ☐ reduced rental rate
☐ reduced participation fee
☐ direct funding
☐ other

In space below, please briefly describe specific request(s) checked above
(attach a separate sheet if more space is required):

SERVICE/SUPPLY REQUEST - Complete SECTIONS A & B

FINANCIAL REQUEST - Complete SECTIONS A & B and submit information requested in Section C.

SECTION B: ADDITIONAL APPLICANT INFORMATION:

_____ Emerging artist, arts organization, business, working since _____

_____ Established artist, arts organization, business, working since _____

If arts organization or business, please briefly define administrative structure:

Note number of participating:

_____ paid administrative personnel

_____ artistic personnel

_____ board members

_____ members (if membership organization)

_____ volunteers

In the space below, please provide a brief description of the program/offering this request would support. Note the artistic product involved, perceived uniqueness of the offering, and identify the community your request serves.

Identify key people involved in the program/offering to be supported by the request:

Name _____ Role _____

Name _____ Role _____

Name _____ Role _____

Does this program accommodate persons with disabilities? ☐ yes ☐ no

From what areas of Rockville or the surrounding region do you anticipate drawing an audience for this offering?

Have you applied, or do you intend to apply, to other sources for support for this arts offering?

☐ yes ☐ no Please list sources.

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Does applicant have current IRS determination letter indicating 501(c)(3) and 509(a) tax exempt status?
 ____no ____yes (please attach copy)

Support materials such as a current resume and/or other appropriate credentials are welcomed but not required.

RETURN COMPLETED APPLICATION TO: City of Rockville Arts Division
 Glenview Mansion at Rockville Civic Center Park
 603 Edmonston Drive
 Rockville, Maryland 20851

**SECTION C: FINANCIAL SUPPORT REQUEST
 SUPPLEMENTAL APPLICATION REQUIREMENTS**

Please submit the following information/materials per format requirements listed.

COVER SHEET (one page)

Include, in this order:

- ☐ Name of applicant (arts group, business, or individual).
- ☐ Purpose/mission and goals of applicant (50 words or fewer).
- ☐ One paragraph summarizing project/proposal to be supported by the funding requested.
- ☐ Total annual organizational budget and fiscal year.
- ☐ Total project budget.
- ☐ Dollar amount being requested from the City of Rockville.
- ☐ Time period the grant will cover.
- ☐ Previous support received from the City of Rockville.

NARRATIVE (maximum of four double-spaced pages)

Applicant information

- ☐ Description of current programs, activities, and accomplishments.

Purpose of Grant

- ☐ Statement on need/problems to be addressed.
- ☐ Description of project goals and objectives and statement as to whether this is a new or ongoing part of the applicant's offerings.
- ☐ Timetable for implementation.
- ☐ Project budget: per budget format requested on page M-4.

Evaluation

- ☐ Plans for evaluation including how success will be defined and measured.
- ☐ How evaluation results will be used.

ATTACHMENTS - Please attach the following:

- Board of Directors and/or officers list, if organization applicant
- Resume, if individual applicant
- Letter of support (maximum of two)
- Additional support literature (limit of four)

PLEASE SUBMIT 12 COPIES OF COMPLETED APPLICATION: Sections A, B & C.

BUDGET FORMAT

- A. Identify fiscal year and/or time period this budget covers.
- B. Expenses: include a description and the total amount for each of the following budget categories, in this order:

Salaries (specify number of full-time equivalents)

Payroll taxes

Fringe benefits
 Consultants and professional fees
 Travel
 Equipment
 Supplies
 Printing and copying
 Telephone and fax
 Postage and delivery
 Rent
 Utilities
 Maintenance
 Evaluation
 Other (specify)
 Total Expenses

- C. Revenue: include a description and the total amount for each of the following budget categories, in this order. Please indicate which sources of revenue are committed, pending, or anticipated.

1. Grants and Contracts
 - Local government
 - State government
 - Federal government
 - Foundations
 - Corporations
 - United Way/Combined Federal Campaign and/or other charitable campaigns
 - Other (specify)
2. Earned Income
 - Individuals
 - Events
 - Publications and Products
 - Other (specify)
3. Membership Income
4. In-kind Support
5. Other (specify)
6. Total Revenue

- D. *Financial Statements for fiscal years 1999 and 2000 showing actual and/or estimated expenses and revenue. Please include for each fiscal year the actual beginning and ending cash balances. If 1999 fiscal year actual expenses are not available, please include 1998 fiscal year actual information.*
- E. If applicable, statement on debt and amount designated for debt services (payment of principal plus interest.)